

The Energy & Strategy Think Tank (ESTT) at WU's Institute for Strategic Management (ISM) (<https://www.wu.ac.at/en/ism/energy-strategy-think-tank/>) invites applications for a master thesis.

Working Title: *V2G: market potential and promising business models for sustainable incumbent energy providers*

Scope, Aims, Methods, and Initial Literature: V2G refers to an approach where electric vehicle batteries are used to store electricity from the grid to feed it back to the grid at an appropriate time (Ehsani et al., 2012; Goncearuc et al., 2023; Høj et al., 2018; Meelen et al., 2021; Sovacool et al., 2020).

Based on data on the DACH area, NL, the US, and UK, this thesis aims to

- identify main application domains of V2G (incl. use cases) with a specific focus on qualitative market potential
- develop suitable criteria to assess application domains from the perspective of sustainable incumbent energy providers
- develop business models (Gassmann et al., 2020) for the most promising application domains

Insights from 1) a systematic review of the scientific literature (Denyer & Tranfield, 2009), 2) selected grey literature issued by an focusing on the carmakers (Adams et al., 2017), as well as 3) expert interviews (Cassell, 2009) should be combined.

Thesis Language: English or German (only if you are enrolled in a program with German as main language)

Corporate Partner and Certificate: Verbund – *Austria's leading electricity company and one of the largest producers of hydropower electricity in Europe.* Upon thesis completion, you will be awarded a certificate that states your tasks, gained expertise, and the corporate partner.

Expectations and Support: Constant feedback and regular meetings with faculty and, possibly, the above-mentioned corporate partner will facilitate a high-quality thesis with impact on management practice that is completed in a timely fashion. You will be provided with a guideline that details the supervision and writing process, expected deliverables beyond the final thesis, and grading as well as a package to kick off your thesis.

Targeted Students: Excellent and ambitious students of all MSc and MBA programs at WU Vienna University of Economics and Business are eligible and encouraged to apply. In principle, it is possible to write the thesis together with another student.

Interested? Send CV and grade certificates of all your studies to patrick.holzmann@wu.ac.at

Initial References:

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